



WROC
201 Humboldt St
Rochester, NY 14610

Shorr Johnson Magnus
100 North 20th Street
Suite 201
Philadelphia, PA 19103

Contract # 1442127

Schedule Dates 10/04/16-10/10/16
Advertiser Charles Schumer/US Senate/Democrat/NY (83888)
Agency Shorr Johnson Magnus (19332)
Product Political - US Senate (1077)
Brand 10/4 - 10/10 WROC Order (565465)
Salesperson Rochester, House (1083)
Sales Office Rochester
Buyer Name HOLLAND, ELIZABETH
Phone/Fax /
CPE N/A
Account Types National/Political
Billing Type Standard
Comments CHARLES SCHUMER FOR SENATE
:60 SEC SPOTS

Date Entered 10/03/16
Last Modified 10/05/16
Entered By Jessica Appleton
CO-OP No
Headline #
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$4,560.00
Net Total \$25,840.00
Sales Tax

Rochester (WROC)		
By Broadcast Month	Spots	Rate
Oct. 2016	21	\$30,400.00
Grand Total:	21	\$30,400.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	10/04/16-10/07/16	3	1:00	7A- CBS THIS MORNING			2	2		1			5	\$800.00	\$4,000.00	Rochester (WROC)		10/3/16
2.0	Normal Line / SPOT	10/04/16-10/07/16	3	1:00	7-28P- JEOPARDY!			1	1		1			3	\$2,700.00	\$8,100.00	Rochester (WROC)		10/3/16
3.0	Normal Line / SPOT	10/04/16-10/07/16	3	1:00	6-58P- WHEEL OF FORTUNE			1	1		1			3	\$2,500.00	\$7,500.00	Rochester (WROC)		10/3/16
4.0	Normal Line / SPOT	10/04/16-10/05/16	3	1:00	11:35P- The Late Show with Stephen Colbert			2	2					4	\$650.00	\$2,600.00	Rochester (WROC)		10/3/16
5.0	Normal Line / SPOT	10/04/16-10/05/16	3	1:00	11P- NEWS 8 AT 11			1	1					2	\$1,400.00	\$2,800.00	Rochester (WROC)		10/3/16
6.0	Normal Line / SPOT	10/09/16-10/09/16	3	1:00	11P- NEWS 8 AT 11								1	1	\$1,400.00	\$1,400.00	Rochester (WROC)		10/3/16
7.0	Normal Line / SPOT	10/10/16-10/10/16	3	1:00	11P- NEWS 8 AT 11		1							1	\$1,400.00	\$1,400.00	Rochester (WROC)		10/3/16
8.0	Revised Line / SPOT	10/07/16-10/07/16	3	1:00	9P- Hawaii Five-O						1						Rochester (WROC)		10/3/16
8.1	Normal Line / SPOT	10/07/16-10/07/16	4	1:00	9P- Hawaii Five-O						1			1	\$2,200.00	\$2,200.00	Rochester (WROC)		10/5/16
9.0	Revised Line / SPOT	10/07/16-10/07/16	3	1:00	3P- LET'S MAKE A DEAL						1						Rochester (WROC)		10/3/16
9.1	Normal Line / SPOT	10/07/16-10/07/16	4	1:00	3P- LET'S MAKE A DEAL						1			1	\$400.00	\$400.00	Rochester (WROC)		10/5/16

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

See the back of this document for Advertising Contract Terms and Conditions

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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